

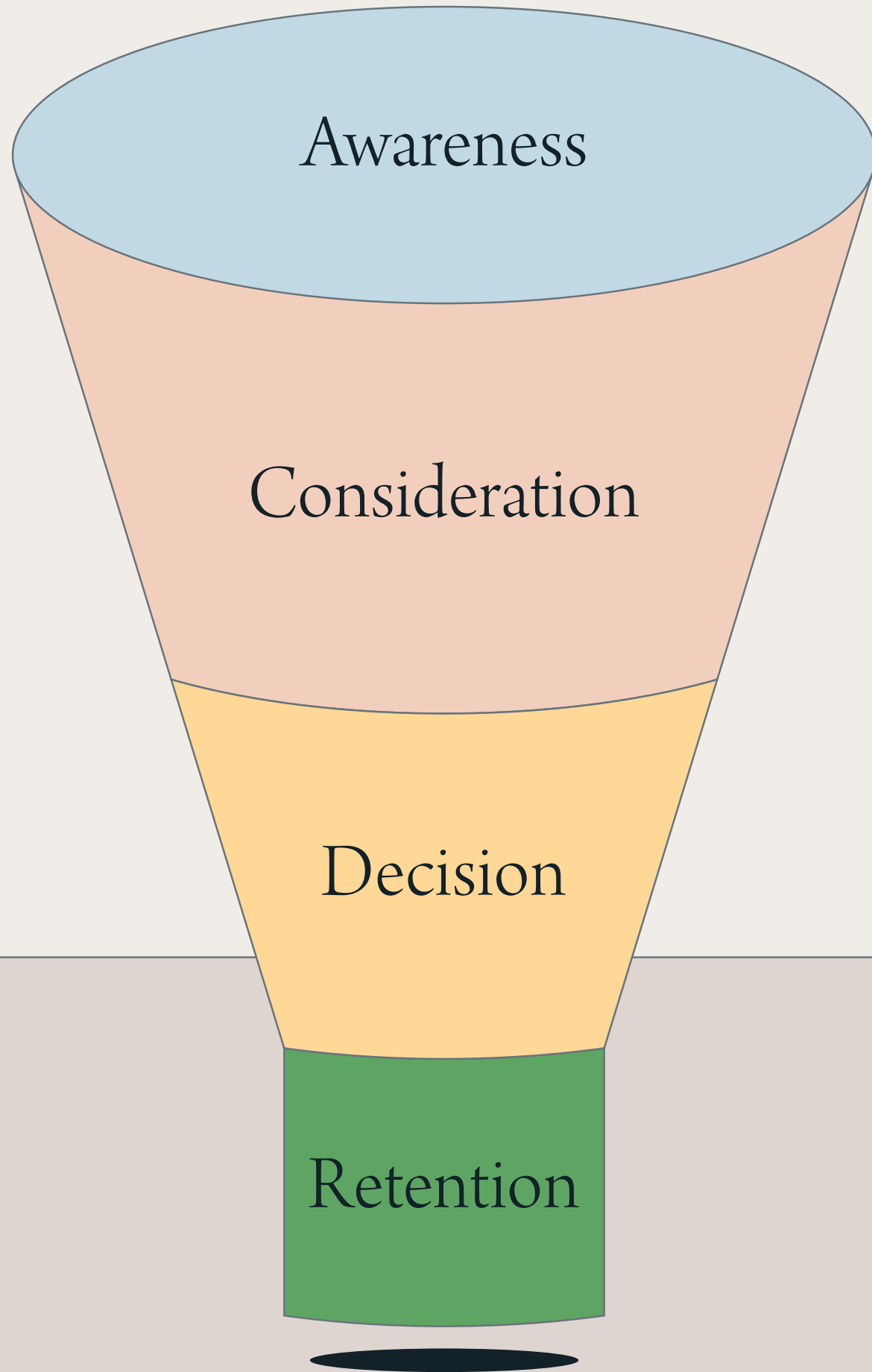


# Your Essential Post-COVID Customer Journey Map

Navigating the Ecommerce  
Sea Change







<u>CUSTOMER ACTIONS</u>	<u>TOUCHPOINTS</u>	<u>CHANNELS</u>
		SEO
		WEBSITE
		EMAIL
		SOCIAL MEDIA
		PAID ADS
		CONTENT MARKETING
		DIRECT MAIL
		EARNED MEDIA
		_____
		_____

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		_____
		_____

CUSTOMER MOTIVATORS	Awareness	Consideration	Decision	Retention
What is your customer thinking or feeling?				
What is your customer's action?				
What or where is your customer researching?				
How will you move your customer along their journey with your brand in mind?				



Need more help?  
That's what we're here for.  
Contact us and let us know  
how we can help.

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